

VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)

Annual Teaching Plan

Academic Year- 2021-22 Class – B. Com- I – Div-A/B/C

Semester – I

Department - Commerce

Subject – Principles of Marketing Paper - I

Name of teacher- Mr. U. D. Dabade

Month- October 2021			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module I – Introduction of Marketing :	Meaning & Definition of Marketing- Features of Marketing- Importance of Marketing. Core Concept of Marketing holistic Marketing concept
15	-	15		

Month- November 2021			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module – II- Consumer Behaviour	Meaning, and Significance of Consumer Behaviour-Factors affecting Consumer Behaviour- The Buying Decision process.
15	-	15		

Month- December 2021			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module III- Relationship Marketing & MIS	Module III- Marketing Research and Marketing Information System - A) Marketing Research – Meaning, objectives, importance and Process of marketing research B) Marketing Information System (MIS):- Concept, Importance and components of MIS.
15	-	15		

Month- January 2022			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module IV- Segmentation, Targeting & Positioning:	Concept and importance of Market Segmentation-Bases of market segmentation, Concept of Targeting, Concept of Positioning
15	-	15		

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Signature of Teacher
Name- Mr. U. D. Dabade



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Name - Mr. S. S. Kale
HOD
Department of Commerce
Vivekanand College
Kolhapur

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Annual Teaching Plan

Academic Year- 2021-22

Class – B. Com- III – Div –A

Semester – V

Department- Commerce

Subject – Advanced Accountancy Paper - I

Name of teacher- Mr. U. D. Dabade

Month- October 2021			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module -I - Bank Final Accounts -	Module -I - Bank Final Accounts - (Vertical Format Only)
15	-	15		

Month- November 2021			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module -II - a) Farm Accounting and b) Hire purchase system-	a) Farm Accounting b) Hire purchase system-Excluding Hire purchase Trading Account process.
15	-	15		

Month- December 2021			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module -III - Insurance Claim	Loss of Stock and Loss of Profit Policy
15	-	15		

Month- January 2022			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module -IV - Introduction to Management Accounting and Cost Accounting -	Meaning, Advantages, Objectives and Limitations,
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Annual Teaching Plan

Academic Year- 2021-22

Class – B. Com- III – Div –A

Semester – V

Department- Commerce

Subject – Modern Management Practices Paper - I

Name of teacher- Mr. U. D. Dabade

Month- October 2021			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module -I - Contribution To Modern Management Practices:	a. Modern Management: Concept and Importance of Modern Management in Changing Environment. b. Contribution of Peter Drucker: c. Contribution of C.K.Prahlad : d. Contribution of Michael Porter: 5 Forces model.
15	-	15		

Month- November 2021			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module -II - Introduction to Strategic Management:	a. Strategic Management: Concept of Mission, Vision, Objectives, Concept of Strategy. Importance of Strategy. Levels of Strategy. Environmental Analysis and SWOC Analysis, strategic management- meaning, characteristic, need, Strategic Management Process Different Phases, Types of Strategies Mintzberg's 5 Ps, Corporate strategies. Mckinsey's 7s framework -Blue Ocean Strategy, Red Ocean Strategy.
15	-	15		

Month- December 2021			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module -III - Corporate Governance and Corporate social responsibility (CSR):	a. Corporate Governance: b. Corporate social responsibility:
15	-	15		

Month- January 2022			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module -IV - Knowledge Management and outsourcing	Knowledge Management- Business process outsourcing (BPO) – Legal process outsourcing (LPO)
15	-	15		

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Signature of Teacher
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S. S. Kulkarni
Signature of HOD
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Annual Teaching Plan

Academic Year- 2021-22

Class – B. Com- I – Div-A/B/C

Semester – II

Department - Commerce

Subject – Principles of Marketing Paper - II

Name of teacher- Mr. U. D. Dabade

Month- February 2022			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module -I- Marketing Mix	:Meaning, 7 'P's of marketing mix- Product, Price, Place (Distribution) and Promotion Product –Meaning, Types of Product, product quality, product design, product features, Branding, Brand name and Trade Mark, Difference between brand name and trade mark, after sales service, packaging - Role and functions of packaging.
15	-	15		

Month- March 2022			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module- II- (A) Price: (B) Place:	(A) Price:Meaning, Importance of price in the marketing mix, factors affecting price of a product/service. (B) Place:Meaning and Importance, types of distribution channels, factors affecting choice of a distribution channel.
15	-	15		

Month- April 2022			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module- III- Promotion:	Meaning, four elements of promotion mix – [Advertising, publicity, personal selling and salesmanship, public relations,] selling process, sales promotion techniques
15	-	15		

Month- May 2022			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module IV-(A) Retailing (B)Rural Marketing:	(A) Retailing: Nature and Importance of Retailing- Classification of Retailers by form of ownership, by key marketing strategies- non-store Retailing. (B)Rural Marketing: Concept, Problems of rural marketing, rural marketing strategies, marketing of Agricultural Product, Marketing of FMCG
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Annual Teaching Plan

Academic Year- 2021-22

Class – B. Com- III – Div -A

Semester – VI

Department- Commerce

Subject – Modern Management Practices Paper -II

Name of teacher- Mr. U. D. Dabade

Month- February 2022			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module – I- Total Quality Management (TQM):	a. TQM: b. Benchmarking: c. Six sigma: d. Quality Certification:
15	-	15		

Month- March 2022			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module – II- Event Management:	Event management: concept, types and importance. Procedure of event management, Conduct of An Event, Public Relations. Planning of corporate events.
15	-	15		

Month- April 2022			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module – III- Emergency Management and Change Management:	a. Emergency Management: Concept and Types. prevention & phases b. Change Management: Forces of Change, Response To Change, Management of Planned Change. Lewin's Three Step Model. Managing Resistance To Change
15	-	15		

Month- May 2022			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module – IV- International Management	International Management and Multinationals Companies (MNC's) - Advantages and Challenges. Japanese Management and Theory Z Role of Global Managers.
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Annual Teaching Plan

Academic Year- 2021-22

Class – B. Com- III – Div -A

Semester – VI

Department- Commerce

Subject – Advanced Accountancy Paper - III

Name of teacher- Mr. U. D. Dabade

Month- February 2022			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module – I- Elements of Cost	- Material, Labour & Overheads, Preparation of Cost Sheet
15	-	15		

Month- March 2022			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module – II- Marginal Costing-	Concept, Advantages, and Limitations, CVP analysis, and decision Making
15	-	15		

Month- April 2022			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module – III- Working Capital –	Meaning, Significance, and calculation of working capital requirements and preparation of funds flow statements.
15	-	15		

Month- May 2022			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module – IV- Ratio Analysis-	Meaning, advantages and limitations, classifications of ratio- Profitability Ratios, Turnover Ratios, Solvency Ratios and Liquidity Ratio.
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